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Department of Agriculture.

Truehedge Columnberry

BERBERIS THUNBERGI
PLURIFLORA ERECTA

U. S. PLANT PATENT NUMBER 110
PROPAGATION RIGHTS RESERVED

New Proved Success

Introduced by

The COLE NURSERY Company
PAINESVILLE, OHIO

TRUEHEDGE COLUMNBERRY *A proved success*

The Plant of the Future

Brought out during the Nurserymen's Convention in New York, July, 1934, Truehedge Columnberry has already become the greatest plant introduction in more than a decade. So far over 180,000 plants have been sold.

Demand has been created; every customer expresses **Satisfaction**; **Results** have surpassed all expectations.

Substantially lower prices for this season, coupled with build up in advertising will greatly increase **Demand** and **Sales.**

Wise men are in on the ground floor. **You** can satisfactorily handle Truehedge for Progress and for Profit.

Common Barberry

New Truehedge Columnberry

Why consider this oldtime, bygone hedging WHEN you may have Columnberry hedging like this? Both are average two year old plants, untrimmed.

There is no doubt this sensational new form of Barberry will displace common Japanese Barberry as a hedge plant.

BOXWOOD BARBERRY

This term is appropriate because many people mistake Truehedge for Boxwood on account of its extremely formal shape and the dense glossy green foliage, so stunningly effective in varied uses.

NEW YORK STATE COLLEGE OF AGRICULTURE
AGRICULTURAL EXPERIMENT STATIONS
CORNELL UNIVERSITY
ITHACA, NEW YORK

C. E. LADD, DEAN

DEPARTMENT OF FLORICULTURE AND
ORNAMENTAL HORTICULTURE
EDWARD A. WHITE, HEAD

E. A. WHITE, Professor
R. W. CURTIS, Professor
J. P. PORTER, Acting Professor
C. J. HUNN, Assistant Professor
D. J. BUSHEY, Extension Assistant Professor
LUCILE G. SMITH, Extension Instructor

KENNETH POST, Instructor
DONALD WYMAN, Instructor
R. C. ALLEN, Instructor
S. E. WADSWORTH, Instructor
R. S. REICH, Instructor
C. G. KEYES, Instructor and Gardener
H. T. SKINNER, Propagator

October 3, 1935

Mr. D. B. Cole
The Cole Nursery Company
Painesville, Ohio

Dear Mr. Cole:

We are very much enthused about the Truehedge Columnberry which you sent us last spring. They have grown vigorously during the summer and are everything that should be expected from what your advertisements say concerning these plants.

We expect that as these plants grow older, they will make a perfect hedge which will need little, if any, trimming.

Of course, their growth another year would help us to be in a better position to say more about them but from this first year's growth, they are splendid columnar, upright growing plants which certainly should be used a great deal in hedge work.

Very truly yours,

Donald Wyman

DWA

FIELD VIEW OF 2 YEAR OLD NORMAL UNTRIMMED TRUEHEDGE COLUMBERRY
BRANCHLET VIEW BELOW

TRUEHEDGE FOLIAGE EFFECTS

COLUMNBERRY is decidedly more dense than common Japanese Barberry. In fact under natural untrimmed growth you cannot see into or through plants of Truehedge even when sizes as small as 9 to 12 inches are observed. The leaves are larger and thicker in appearance, deeper green, glossier and healthier, and they are distributed with density and evenness right to the ground.

Fall Coloring of Columnberry is richer and deeper than the shadings of common Barberry.

Unsurpassed semi-formal hedge is had when Columnberry is grown naturally as shown in this photograph. The picture below presents a two year old 18 inch branch, showing the fascinating branchlet character of Truehedge. Ten or more branchlets are usually thickly studded along the stem, all stiffly vertical and densely set with foliage. This is part of the secret of Columnberry's suberb density estimated to be triple that of Japanese Barberry.

HEDGE MAKING IN THIRTY MINUTES

TRUEHEDGE COLUMNBERRY *in our nursery row*

COMING three year stock, trimmed and photographed in June. This first and only trimming, as you see it here, took exactly thirty minutes.

To accomplish a formal hedge of sprawling Barberry, recurring destructive trimming of fresh tip foliage, exposing ugly bare branches, is required over a period of three to four years. And the trouble has only commenced for the hedge immediately grows ragged and informal and must be sheared about every three weeks at great labor and expense.

TRUEHEDGE ULTIMATELY CHEAPER THAN THUNBERGI

Columnberry saves expense because practically all the trimming required is simple infrequent clipping across the top of the hedge at the desired height.

THE READY-MADE HEDGE

Of inestimable value is the fact that **Immediate Effect Hedges** are obtained almost from the day Columnberry is planted, and the 9 inch size is just as perfect a spire as the 24 inch size.

Why work and spend and wait three or four years for hedge effect with other hedge types? Truehedge is much cheaper in the long run.

Normal Growth of Untrimmed Truehedge Columnberry

THE examples pictured here are actual photographs of regular two and three year old plants, 18 to 24 inches tall, untrimmed, direct from the nursery row.

These pictures show the unsurpassed beauty of Truehedge as developed by Mother Nature, untainted and unchanged by human hands.

TRUEHEDGE COLUMNBERRY *Trimmed Once*

LESS THAN FIVE MINUTES trimming created each of these specimens from untrimmed plants, such as those shown on the opposite page.

Great beauty of form as illustrated in these trimmed specimens is longed for and sought after by plant lovers everywhere. The trend is decidedly to the formal. No other plant has the possibilities of Truehedge to satisfy completely this eager longing.

Get lined up with this sure-fire profit item. Plant heavily in your nursery to grow Truehedge in manners described in this book.

WHO would not thrill at
Creating Such Beauty?

A COMING GARDEN STYLE

TRUEHEDGE COLUMNBERRY comes into the market just in time to fall in with the new very general tendency towards formal gardening, with its demand for single specimens as well as for complete landscape design.

A revival of English and Colonial effects calling for the fantastic clipped shapes the artist has sketched here is well established in every section of the country. Many gardeners want to experiment in clipping their own totem poles and topiary designs, while others want to buy ready-made the results of the shears of the skilled nursery workman.

Columnberry is all that has been needed to cause this style to sweep the country in the same overwhelming way accomplished by the Rock Garden Craze.

Getting the jump and being ready to supply the buying public with plant material to satisfy its latest gardening whim has made real money for some nurserymen.

COLUMBERRY WILL MAKE MONEY FOR YOU . . . FIRMLY GRASP THIS OPPORTUNITY

COUNTRY LIFE—AMERICAN HOME CORPORATION
GARDEN CITY, NEW YORK

Publishers of
THE AMERICAN HOME
COUNTRY LIFE

July 23, 1934.

Cole Nursery Company
1041 Mentor Avenue
Painesville, Ohio

My dear Sirs:

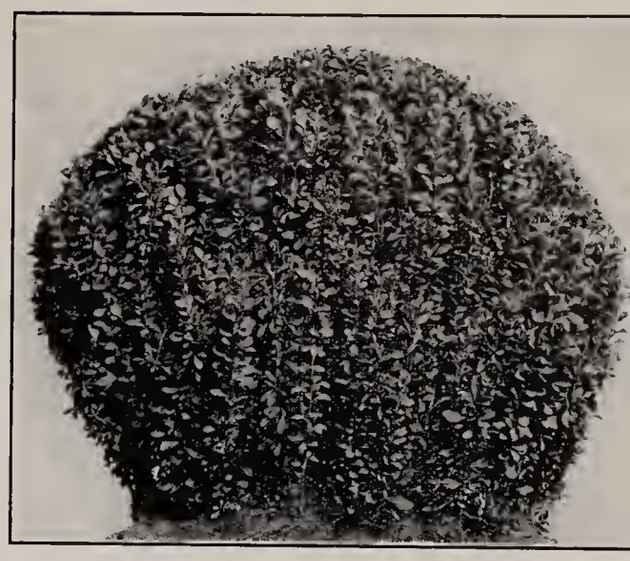
I was very much thrilled at the sight of seeing your new Pyramidal Barberry on display during the Nurserymen's Convention at the Hotel New Yorker last week. It looks as though it is one of those plants that will sweep the country very quickly. The original type is far from being an ideal hedge plant because of its sprawling, spreading habit. This new upright variant has wonderful possibilities for formal hedges and will surely be a welcome acquisition to practical plant material.

Yours faithfully,

Leonard Barron

Leonard Barron
Hortioultural Editor

LB:W



"Half Moon" made from three (3) consecutive plants in a row of our Truehedge Columnberry. Five (5) minutes trimming did the trick. Many years would have been required to make this with any other plant.

A Reference letter from a leading Authority

MR. LEONARD BARRON, one of the country's leading authorities on horticultural subjects, is Horticultural Editor of Country Life and of The American Home, and is especially well qualified to judge.

All plants sketched are Truehedge

Truehedge for Extensive Formal and Semi-Formal Plantings

NO PLANT has such wide range of use as Columnberry. It is an especially welcome acquisition in the north, invaluable as accent plants and in other ways in place of Pyramidal Arborvitae or Boxwood, where those items will not thrive because of conditions of severe weather, unsuitable soil, shade, exposure and other adverse elements. Columnberry has the further advantage of being lower in price, within reach of buyers who have not been able to afford these other varieties. It rapidly attains mature size, an all important characteristic sadly lacking with other items.

PARK COMMISSIONERS
MILTON TOOTLE, JR. PRES.
THOMAS L. RITCHEY
JOHN I. McDONALD

VIOLA BURT
SECRETARY

WALTER L. SKOGLUND
SUPERINTENDENT

DEPARTMENT OF PARKS

City of St. Joseph
Missouri

July 13, 1935

Cole Nursery Company
Painesville, Ohio

Gentlemen:

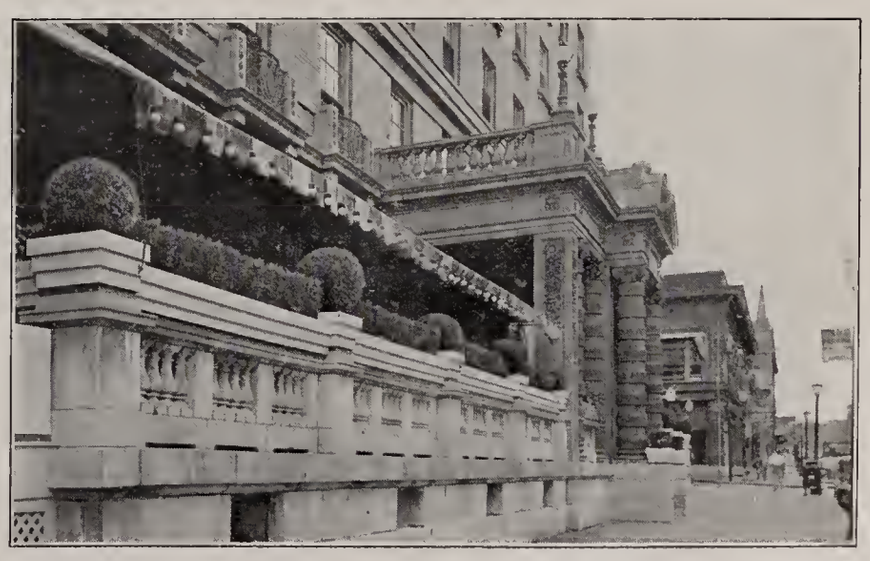
In reply to your letter will say that the Berberris erecta plants ordered by a local hotel were at my recommendation. They wanted a hedge to tie in with formal box wood in tubs to be used as a decorative screen on a terrace. Having seen your new hedge plant at the St. Louis Flower Show, I was confident it would meet the requirements.

The hotel management is very well pleased with the results and to the casual visitor, the hedge is the same material as the box wood trees.

Very truly yours,

W. L. Skoglund
Superintendent

To the passer-by, the Truehedge plants are the same material as the expensive box wood trees.



New TRUEHEDGE COLUMNBERRY

SMALL informal cemented pool, partly enframed with old roof-slates. Trailing plants, mosses, ferns, and COLUMNBERRY all create a pleasing, quiet, romantic effect.

Hardiness Columnberry is perfectly hardy wherever Japanese Barberry is.

Fruiting Berries are similar in color and size and hang on about the same length of time as Thunbergi. If anything, Columnberry appears heavier in fruit.

Rust-Immune Identified in the latest revised list of Berberis and Mahonia classified under Black Stem Quarantine Regulations by the U. S. Department of Agriculture, Bureau of Plant Quarantine, dated May 15, 1934, this new variety (Berberis thunbergi pluriflora erecta) is one of the six varieties of Berberis that are recognized as Rust-Immune and permits are not required for any interstate movement thereof under the regulations of the Black Stem Rust Quarantine, Revised.

What Others Say About Truehedge Columnberry

September 3, 1935

FARRELL, PA.

My 220 Truehedge planted last June are ALL growing and are now a beautiful perfect hedge.

J.D.

* * * *

CLEVELAND, OHIO

The Columnberry are ALL growing, (all erect). We are well satisfied.

Mrs. B. A. H.

* * * *

From MINNESOTA

Our Columnberry are O.K. and ALL growing nicely.

W. I. M.

* * * *

October 1, 1935

BAYSIDE, N. Y.

Personally, I am convinced that Columnberry will be a very satisfactory novelty.

F. M. R.

* * * *

EDWARD C. VICK

Horticulturist

Editor and Author

Newark, N. J.

Gentlemen:—

The Truehedge Columnberry is doing very well, notwithstanding the fact that I was away for quite some time this Summer and possibly the hedge did not have as careful attention as it otherwise would have had. Every plant grew and is doing well. It is a pleasant change from the privet so universally used here in the East. I was very glad to have the opportunity of testing it.

Sincerely yours,

(Signed) Edward C. Vick

ROMAINE B. WARE

A nationally known Horticultural Editor and Writer—Garden Editor for the Ladies Home Journal says in part:

"I am completely sold upon this hedge plant and anticipate a tremendous future for it. I have visited in a dozen states since the first of June and everybody seems to have a good word for Columnberry."

* * * *

HOLTON & HUNKEL CO.

Milwaukee, Wisconsin

Gentlemen:—

We received the Truehedge Columnberry in good shape and looking them over today I find that we did not lose one of them. They have made a fine upright growth, are a nice dark green color and look very good.

Yours very truly,

(Signed) James Livingston,

Nursery Sup't.

* * * *

HAWTHORNE GOLF, INC.

Cleveland, Ohio

Gentlemen:—

Regarding the 300 foot hedge which we purchased from you this past spring, we wish to state that Truehedge has made a most remarkable growth considering the length of time they have been in the ground. The hedge is already developing into a beautiful shape. We have not found it necessary to trim since the original cutting.

A number of our members have shown interest in this hedge and it is my belief that one or two of them have already planted hedges with this new barberry.

We are more than pleased with this planting and believe that before this summer is over we will have a complete hedge.

Very truly yours,

Frank P. Young, Manager

* * * *

The Cottage Gardens, Lansing, Michigan, writes:

"A very valuable addition to the list of low-growing deciduous hedge plants."

G.W.K.

CITY OF SYRACUSE
Department of Parks

Gentlemen:—

We purchased a quantity of Truehedge Columnberry late last Spring and used it in formal work in several of our down-town parks, and find that in spite of the lateness of planting and the adverse growing conditions, that all the plants show a very good growth.

It would appear that you have developed a very fine plant from the standpoint of neat appearance. good foliage and color, and low maintenance cost, and we will not hestitate to use more as the need arises.

Yours very truly,
(Signed) Paul A. Wells,
City Forester

Note—Mr. Wells used over 1000 Truehedge and as he states above, " all show a very good growth".
Evidently none died. Truehedge transplants readily.

* * * *

CITY OF PROVIDENCE
Department of Public Works
Providence, R. I.

Gentlemen:—

I am glad to report that these plants are growing very well and seem to be entirely free from disease. They are a good variety and our impression is that they will make a better hedge than most of the other species.

Very truly yours,
(Signed) Martin F. Noonan
Superintendent

* * * *

GLEN BROTHERS, INC.
Rochester, New York

Gentlemen:—Acknowledging your valued favor of September 27th we are pleased to advise that the 775 Truehedge Columnberry which you shipped us last spring were used on a landscape project which we handled. Our supervising landscape architect inspected this planting about the second week in August at which time he stated that every plant was alive and had made a good growth. Our landscape architect regards Truehedge as one of the finest things that he has ever used for hedge purposes and we feel that he will be using good quantities in our plantings from time to time.

Yours very truly,
(Signed) R. A. Mayo,
Treasurer

The American Society of Mechanical Engineers
Cleveland Section

Dear Sirs:—

Those Truehedge barberries purchased from you about six weeks ago have progressed so rapidly that I feel impelled to write you about them.

The 90 bushes furnished are now a complete and very satisfactory hedge. Not a single bush was lost—in fact every one has shown healthy growth. Trimming is entirely unnecessary, and it seems as though the characteristic of these columnberries in throwing shoots upright rather than sideways will render only very infrequent, if any, clipping desirable.

All in all, the plants have given greater satisfaction than I can relate in a few words. It is necessary to see the hedge to get a true picture of its beauty.

Sincerely yours,
(Signed) L. E. Jermy,
Chairman, Cleveland Section,
A.S.M.E.

* * * *

JOHN DIECKMANN & SONS
Elm Grove, W. Va.

Gentlemen:—

We are pleased to advise that we made plantings of Truehedge Columnberry in several locations which are all doing nicely. Customers are well pleased and we feel a ready market will be developed.

Very truly yours,
(Signed) W. P. Dieckmann.

* * * *

Mr. E. J. Vollmayer of St. John's University, Toledo, Ohio says:

"ALL of the plants are growing and satisfactory in every way."

* * * *

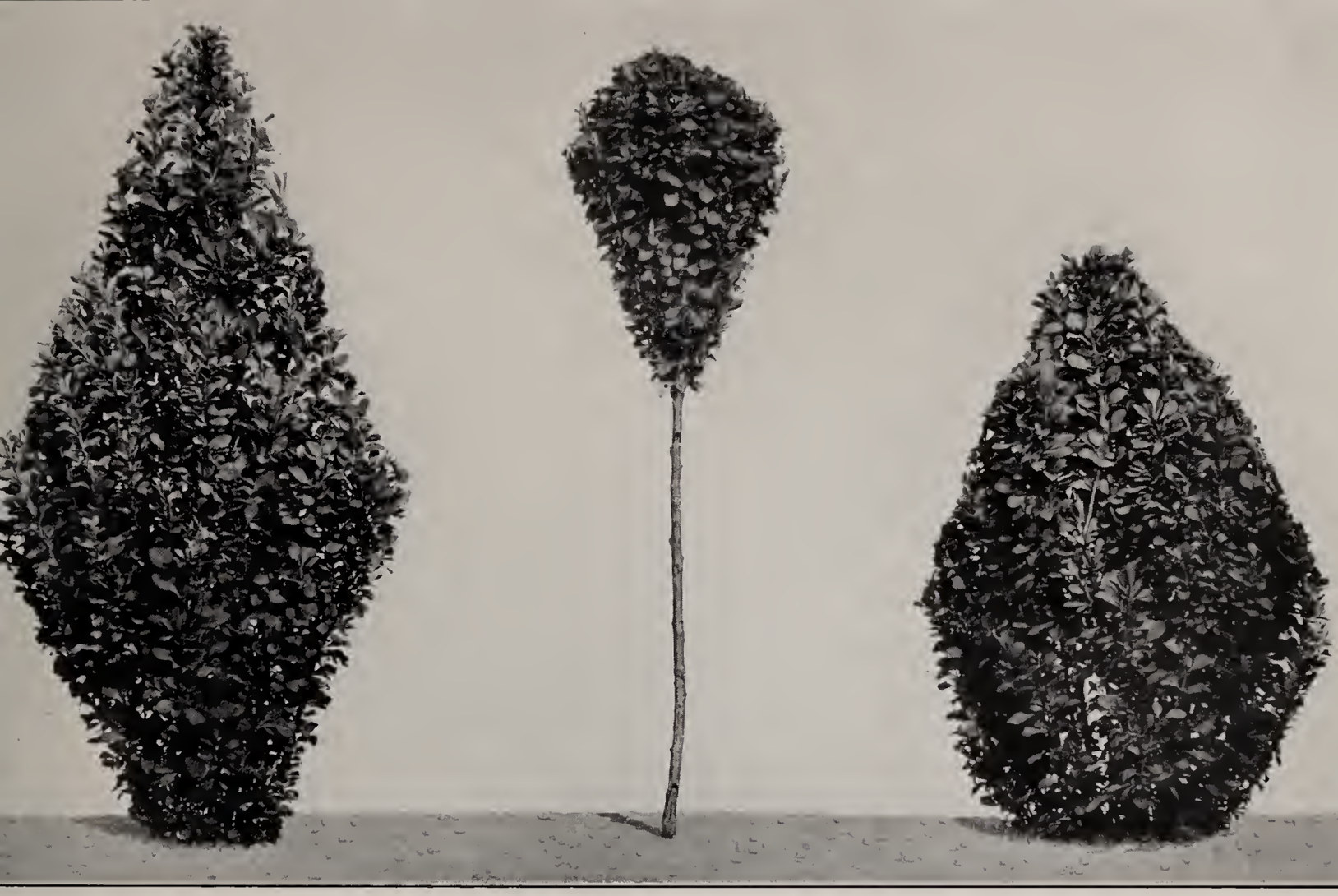
TREASURE DEPARTMENT
United States Coast Guard
Erie, Penna.

Gentlemen:—

In spite of the fact that we have some very stiff wind here at times, which whips most plants to death, and our only soil is that which we have trucked in to cover the sand, every plant is growing.

Truehedge Columnberry makes a very attractive and servicable hedge and has improved our grounds immensely.

Yours very truly,
(Signed) M. G. McCune



Truehedge Columnberry Espalier and Tree Shapes

COLUMBUS did the unbelievable when he crossed the Atlantic. And it's just about as hard to believe that Japanese Barberry can be grown as espaliers and trees but here is proof in the form of actual photographs of the Truehedge Columnberry type, twice trimmed, over a three week period, from 3 year plants in our Nursery rows.

The espalier forms on each side of the tree are only three (3) inches thick.

The tree or standard form is 30 inches tall.

New Reduced Prices

BERBERIS THUNBERGI PLURIFLORA ERECTA
U. S. Plant Patent No. 110

WHOLESALE PRICE LIST

Size	Per 10	Per 100	Per 1000
9 to 12"	$1.60	$12.50	$110.00
12 to 15"	2.00	17.00	150.00
15 to 18"	2.75	22.50	200.00
18 to 24"	3.25	27.50	250.00
24 to 30"	3.75	32.50	300.00
30 to 36"	5.00	40.00	.....

5 to 25 are sold at the 10 rate; 25 to 250 at the 100 rate; 250 or more at the 1000 rate. (Packing additional)

RETAIL PRICE LIST

Size	Each	Per 5	Per 25	Per 100
9 to 12"	$ .30	$1.25	$5.00	$18.50
12 to 15"	.40	1.60	6.75	25.00
15 to 18"	.50	2.00	8.75	32.50
18 to 24"	.60	2.50	11.25	40.00
24 to 30"	.70	3.00	13.75	50.00
30 to 36"	1.00	4.25	18.75	70.00

These are the Established Minimum Prices at which Truehedge is to be sold during the current season.

Distributors of Truehedge Columnberry

Adams Nursery, Inc., Springfield, Mass.; Bay State Nurseries, Framingham, Mass., and North Abington, Mass.; Jackson & Perkins Co. Newark, N. Y.; R. M. Kellogg Co., Three Rivers, Mich.; Lester C. Lovett, Little Silver, N. J.; Henry A. Dreer, Inc., Philadelphia, Pa.; I. E. Ilgenfritz' Sons Co., Monroe, Mich.; Shenandoah Nurseries, Shenandoah, Iowa; E. D. Smith & Sons, Limited, Winona, Ontario; Storrs & Harrison Co., Painesville, Ohio. Stock will be available at these nurseries for the above prices or from

The COLE NURSERY Company

Painesville, Ohio » » Introducers of Truehedge Columnberry » » Established 1881

Development and Discovery of

TRUEHEDGE COLUMNBERRY

by M. H. Horvath, Originator

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MR M. H. HORVATH retired from his active landscape activity in the year 1918, and since that time has devoted his entire time to the development of new, worthwhile plants with the constant purpose in mind of making the world a more beautiful place to live in. Early in his career he spent eleven years in the service of the City of Cleveland as designer and adviser to the Park Board, carrying on the activities of the Landscaping Department of the City Parks. Then, for a number of years, Mr. Horvath devoted his time to a private practice in both Forestry and Landscape Architecture. He developed and maintained during this period many of the great estates, both private and public, in the City of Cleveland and in the eastern section of the United States.

During his work in one of these large estates he discovered one day a form of Berberis Thunbergi pluriflora with a strong tendency toward erect growth. He picked the seed from this plant and from the seedlings grown selected the most upright types from which he again picked the seed. This process was repeated until the fifth generation wherein Mr. Horvath found the perfect, spire-like plant that he was seeking and which is now offered to you as

TRUEHEDGE COLUMNBERRY